

Application No. 09/734,973  
Amendment "C" dated March 21, 2005  
Reply to Office Action mailed February 9, 2005

REMARKS

Initially, Applicants would like to thank the Examiner for the courtesies extended during the recent interview held on March 16, 2005. The claim amendments made by this paper are consistent with the proposals discussed during the interview.

The latest Office Action, mailed February 9, 2005, considered and rejected claims 1-18, 30, 36-38 and 40. Claims 1, 3, 5, 7-11, 14-18, 36-38 and 40 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Carr (U.S. Publication No. 2003/0133043) in view of Del Sesto (U.S. Patent No. 6,530,084) further in view of the ATVEF specification and further in view of Kronen (U.S. Patent No. 6,567,530). Claims 2, 4 and 30 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Carr in view of Del Sesto further in view of the ATVEF specification and further in view of Kronen and further in view of Valdez Jr. (U.S. Patent No. 6,426,778). Claims 6 and 12-13 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Carr in view of Del Sesto further in view of the ATVEF specification and further in view of Keronen and further in view of Goodman (U.S. Patent No. 6,427,238)<sup>1</sup>.

By this paper, claim 1 has been amended and new claims 41-44 have been added such that claims 1-18, 30, 36-38 and 40-44 remain pending, of which claim 1 is the only independent method claim at issue. Claim 38 is a corresponding computer program product claim for implementing the method of claim 1.

As discussed during the interview, the present invention is directed to embodiments for delivering enhanced programming content. As recited, the claimed invention includes the act of obtaining a schema document having various data structures, including a timeline data structure that specifies a specific time and order for delivering the other structures of the schema document (e.g., a trigger data structure, an announcement data structure, and a package data structure). The timeline data structure can also include a loop attribute that can be used to prevent delivery of the enhanced programming content multiple times. The timeline data structure is analyzed and the authenticity of the schema document is verified against a stored

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<sup>1</sup> Although the prior art status of the cited art is not being challenged at this time, Applicants reserve the right to challenge the prior art status of the cited art at any appropriate time, should it arise. Accordingly, any arguments and amendments made herein should not be construed as acquiescing to any prior art status of the cited art.

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standardized schema document. Thereafter, the various structures of the schema document are delivered as specified by the timeline.

As discussed during the interview, this method is neither anticipated by nor obviated by the art of record, either singly or in combination. In particular, although the cited art generally deals with delivering enhanced content, including trigger data structures, the cited art fails to disclose or suggest the method recited above. For example, the cited art clearly fails to suggest or disclose such an embodiment in which a timeline that is part of a schema document specifies specific times and orders for delivering the other structures of the enhanced content schema, particularly in combination with the other recited elements. This is also particularly true when considering that the timeline can specify a deliver-by-time (claim 41), which of the trigger and package data structures are delivered first (claim 42), a number of frames after which the structures will be delivered (claim 44) and that the timeline can be zeroed to the beginning of programming (claim 43). Support for these embodiments, added by amendment and new claims are clearly supported by the disclosure found on pages 32-34, 39 and 44, as shown and reviewed during the interview.

Inasmuch as the claims were found to be distinguished over the art of record during the interview, and to overcome the rejections of record, Applicants respectfully submit that the pending claims are now in condition for prompt allowance.

In the event that the Examiner finds remaining impediment to a prompt allowance of this application that may be clarified through a telephone interview, the Examiner is requested to contact the undersigned attorney.

Dated this 21 day of March, 2005.

Respectfully submitted,



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